

WAIVER OF BID PROCEDURE

Requisition Responsibility: Yvette Robinson
Est. Total Dollar Amount: \$221,000
Program: 1999 Philip Morris Presents Music Concert
Program Required Date: RUSH - Necessary to book talent for upcoming Indiana Black Expo

Reason for Waiving Bid Procedure:

Final approval for the balance of the Community Event Marketing schedule was issued in March '99. Being that the event is in July, securing quality talent became a big concern to our presentation of a concert at Indiana Black Expo. Conducting the bidding process with a time limitation would have jeopardized our timeline in regards to ROP placements and public relations efforts.

Proposed Vendor Recommendation:

Summitt Management is one of the more prominent R&B promoters. Summitt Management has had an ongoing relationship with PM and the Indiana Black Expo organization for the past nine years. Summitt Management has demonstrated to be cost efficient with prior Benson & Hedges' and Marlboro Music concerts.

Alternatives for Waiving Bid Procedure:

Indiana Black Expo would book and produce the concert, thus running a high risk with controls and artists permission to advertise and utilize their name in our public relations efforts. With early approval of the PM Community Event calendar, it is our intent to identify and bid R&B promoters for '2000.

Approvals:

Department VP



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